

The background of the slide features a photograph of a tobacco field with rows of green plants. Overlaid on the top half of the image are several translucent, wavy lines in shades of blue and green, creating a modern, abstract design. A solid green rectangular box is positioned on the left side, containing the title text.

The Tobacco Industry Targets “Special” Populations

March 27, 2013 – Priority Populations Round Table

How does the Industry promote itself and its products?

- Direct advertising - through news print, magazines, websites and social media (TV and radio not allowed by law)
- Indirect advertising - giveaway tobacco products, gear and clothing coupons and contests, discount coupons for cigarettes and other tobacco products
- Event sponsorships - support for arts, music, and sports events
- Outreach efforts & community events
- Legislation – or counter-legislation to maintain regulatory advantage.
- Constant innovation in its products.



Long history of targeting specific populations through advertising



•The figures quoted have been checked and certified by LYBRAND, ROSS BROS. AND MONTGOMERY, Advertising and Publicity.

20,679* Physicians
say **“LUCKIES**
are *less irritating*”

“It’s toasted”
Your Throat Protection against irritation against cough



Born gentle

PROUD mothers, please forgive us if we too feel something of the pride of a new parent. For new Philip Morris, today's Philip Morris, is delighting smokers everywhere. Enjoy the gentle pleasure, the *fresh unfiltered* flavor, of this new cigarette, born gentle, then refined to special gentleness in the making. Ask for new Philip Morris in the smart new package.

New Philip Morris...gentle for modern taste

©1971 Philip Morris Inc.



LIGHTS: 10 mg. "tar," 0.8 mg. nicotine, KING: 17 mg. "tar," 1.3 mg. nicotine, av. per cigarette by FTC method.

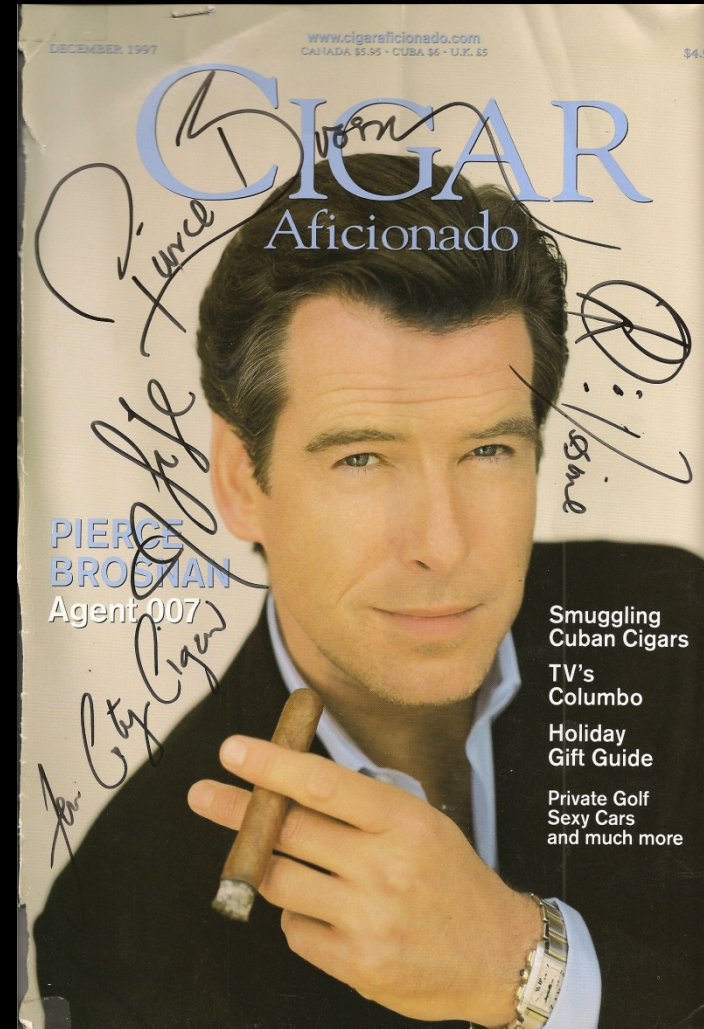
You've got what it takes.
Salem Spirit

*Share the spirit.
Share the refreshment.*

Salem MENTHOL FRESH
Salem LIGHTS

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Cowboys and Movie Stars



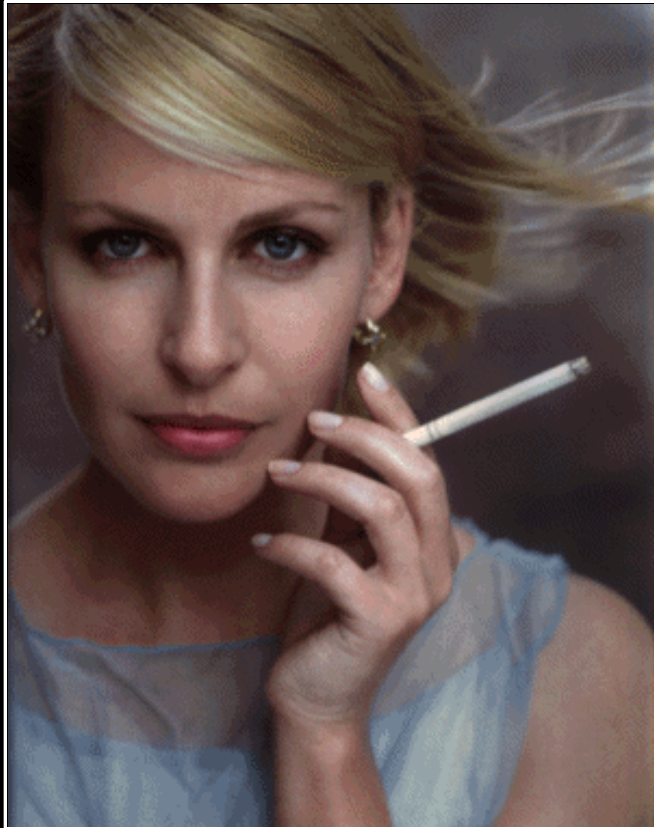


Marlboro

© Philip Morris Inc. 2004
11 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.
The amount of "tar" and nicotine you inhale may
vary depending on how you smoke the cigarette.
For more information about PM 100 and its products,
call 1-877-PM100 or visit www.100cigarettes.com

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

Targeting Girls and Women




So maybe we define practical

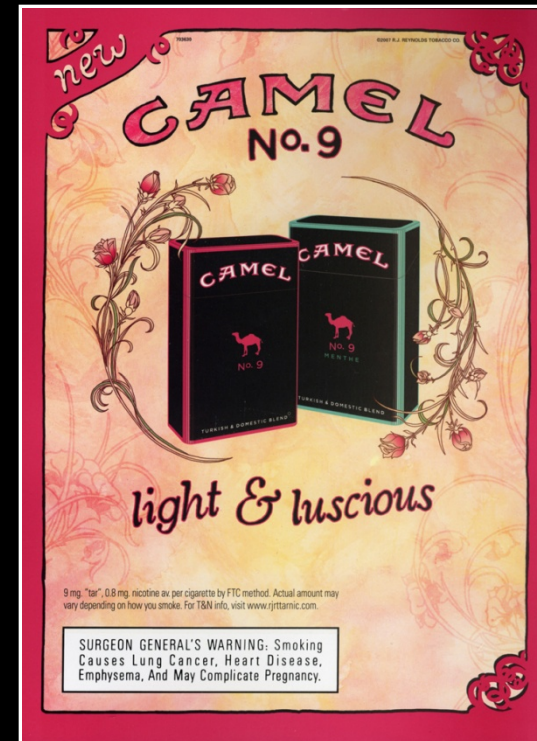
a little differently than you.

© 1994 Philip Morris Inc. 1000
8 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

 **VIRGINIA SLIMS**
It's a woman thing.

Tobacco Product Enhancement



Targeting African Americans



"Diamonds are a girl's best friend."

"You have enough friends."

But there's one taste they agree on.

Benson & Hedges
America's Favorite 100.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

© Philip Morris Inc. 1995
10 mg "tar," 0.7 mg nicotine av. per cigarette, FTC Report Feb '95.

This advertisement features a Black couple in formal attire. The woman, wearing a red dress and a large diamond bracelet, is pointing at the man's chest. The man, wearing a dark suit, is holding a cigarette. The background is a plain, light color. The text is arranged in a clean, sans-serif font. The Benson & Hedges logo is prominently displayed in the center.



CAMEL
PLEASURE
TO
BURN

Camel Lights
11 mg. "tar", 0.8 mg. nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

SINCE 1913

This advertisement features a Black woman in a light blue, sequined dress, singing into a vintage microphone. She is holding a cigarette in her other hand. The background is a dark, textured blue with a golden, ornate frame around the top. The text is in a stylized, serif font. The Camel logo is visible in the bottom right corner.

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

GREEN LABEL FULL FLAVOR

18 mg. "tar", 1.3 mg. nicotine av. per cigarette by FTC
method. For more product information, visit www.rjrt.com.

stir the senses

**SALEM**

©2003 R.J. REYNOLDS TOBACCO CO.

A woman with dark skin is shown in profile, looking upwards and to the left. Her hand is raised near her face, with fingers slightly spread. The background is a solid, vibrant red. The lighting is dramatic, highlighting her features and the texture of her skin.

N
E
V
E
R

let the goody two shoes get you down.

VIRGINIA SLIMS

Find Your Voice

VIRGINIA SLIMS
REGULAR LIGHTS 100s

SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.

1 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.

© 1999 B&W T Co.



Kila mtu ana uzuri wake

NO SINGLE INSTITUTION OWNS THE COPYRIGHT
FOR BEAUTY.

VIRGINIA SLIMS
Find Your Voice

SURGEON GENERAL'S WARNING: Smoking
By Pregnant Women May Result in Fetal
Injury, Premature Birth, And Low Birth Weight.

VIRGINIA SLIMS
REGULAR LIGHTS 100's

King "tar" 0.7 mg nicotine av. per cigarette by FTC method.

© Philip Morris Inc. 2000

Post Tobacco Settlement Advertising

In silence I see,
With WISDOM, I speak.

我點觀察
意思而後言

VIRGINIA SLIMS
Find Your Voice

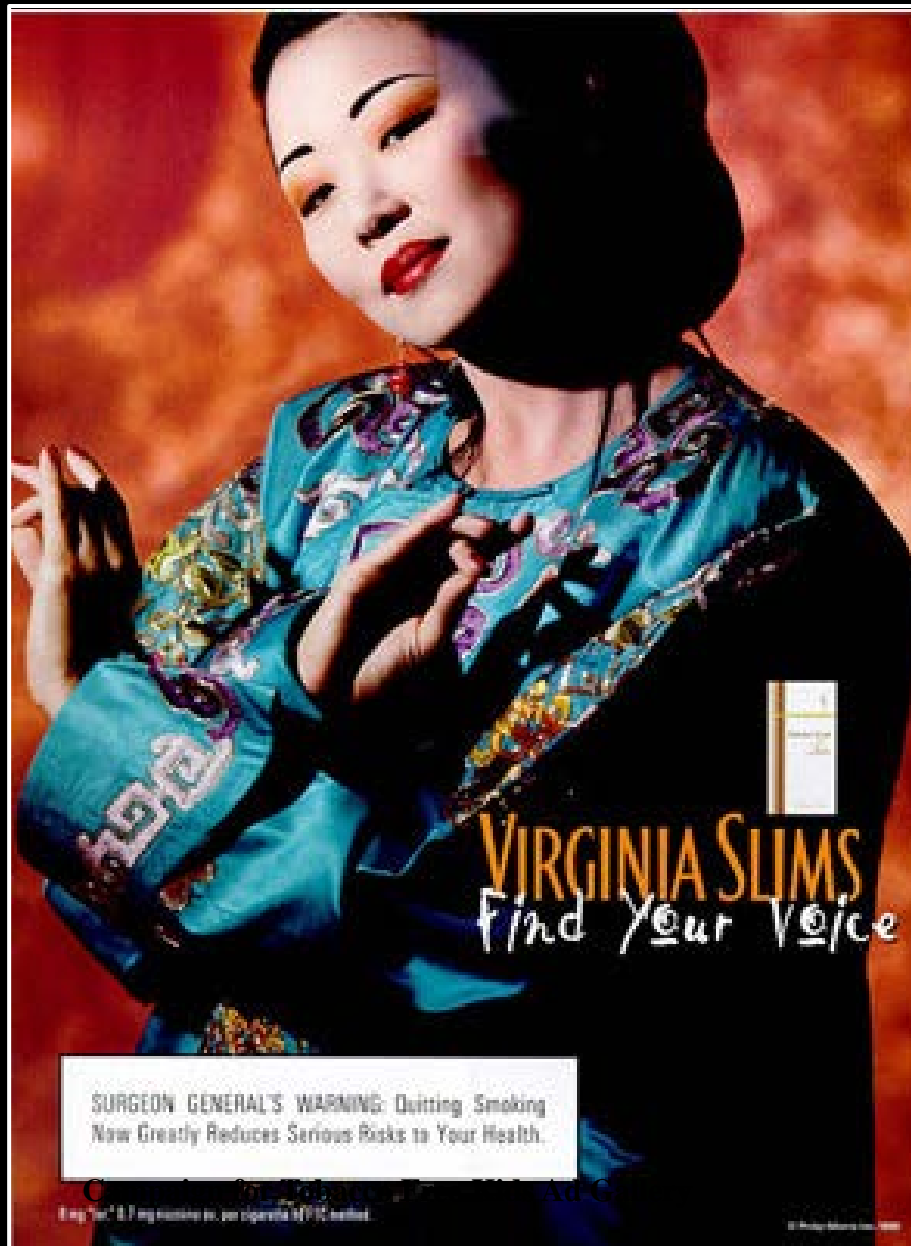
DU HIGDON GENERAL'S AND IN NO. 2 garette
SHOULD JARIN AS Carbon MONOXIDE

VIRGINIA SLIMS
REGULATORY 073

© 1997 B&W T Co. Inc. "The World's Finest" is a registered trademark of B&W T Co. Inc.

The advertisement features a woman in traditional Chinese attire, including a red and blue patterned robe and a red shawl. She is looking down thoughtfully. The background is a warm, golden-brown color. The text is in English and Chinese. The Virginia Slims logo is prominently displayed.



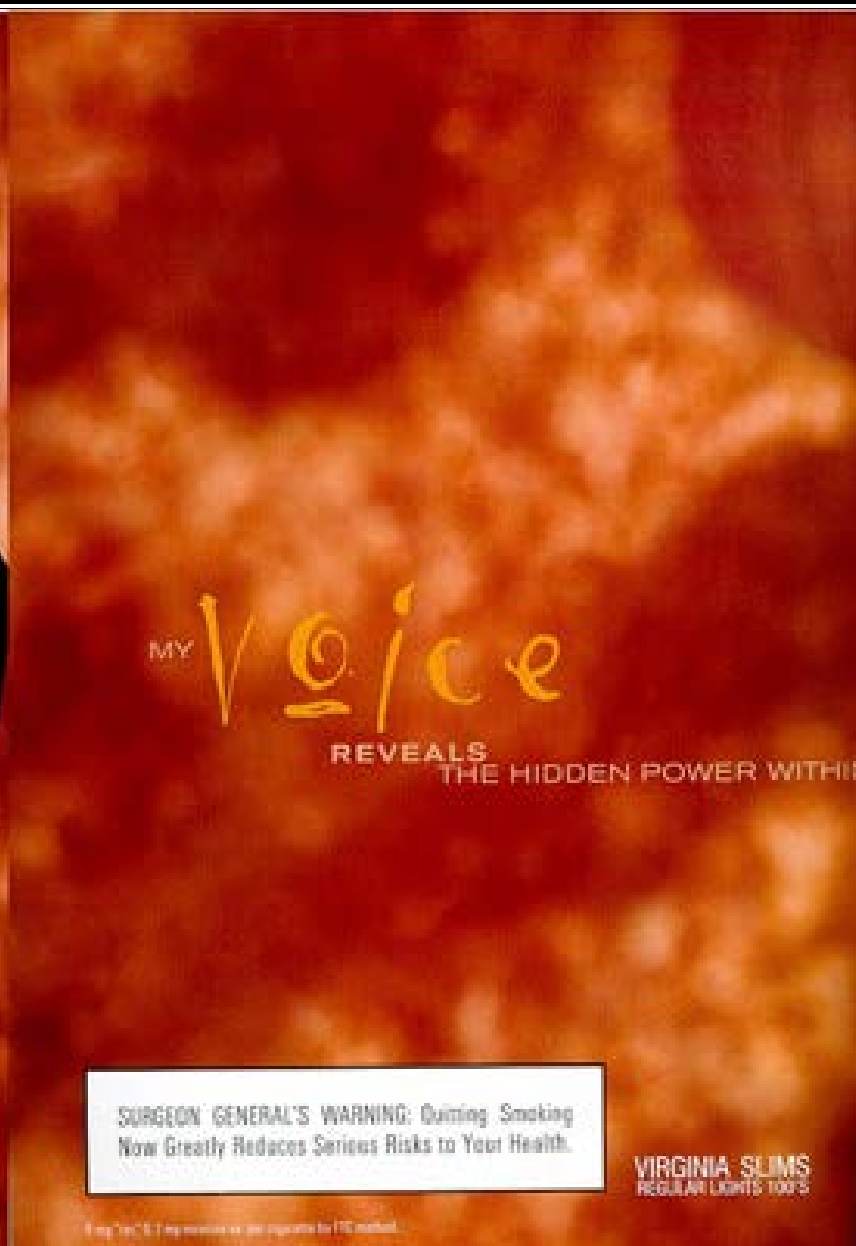


VIRGINIA SLIMS
Find Your Voice

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

8 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.

© Philip Morris Inc. 1999



MY *voice*
REVEALS
THE HIDDEN POWER WITHIN

VIRGINIA SLIMS
REGULAR LIGHTS 100'S

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

8 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.

Tengo la
capacidad
de decirlo **todo**
sin decir una
palabra.

VIRGINIA SLIMS
Busca tu Verdad.

ADVERTENCIA DEL CIRUJANO GENERAL: El
Humo del Cigarrillo Contiene Monóxido de Carbono.

VIRGINIA SLIMS
REGULAR LIGHTS 100's

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© Philip Morris Inc. 1997





Dance
around naked
with a *piece* between your teeth
if you want...

but do it

like you *would* it.

VIRGINIA SLIMS
Find Your Voice

VIRGINIA SLIMS
© 2004 B&W T Co.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

© 2004 B&W T Co. All rights reserved. B&W T Co. is a registered trademark of B&W T Co.

www.vslims.com

CAMEL

PLEASURE
— TO —
BURN

The official blends of summer
— for a limited time only —



KAUAI KOLADA, TWISTA LIME, 11 mg. "tar", 0.8 mg. nicotine av. per cigarette by FTC method. For more product information visit www.rjrt.com

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

CAMEL

PLEASURE
— TO —
BURN



Camel Lights

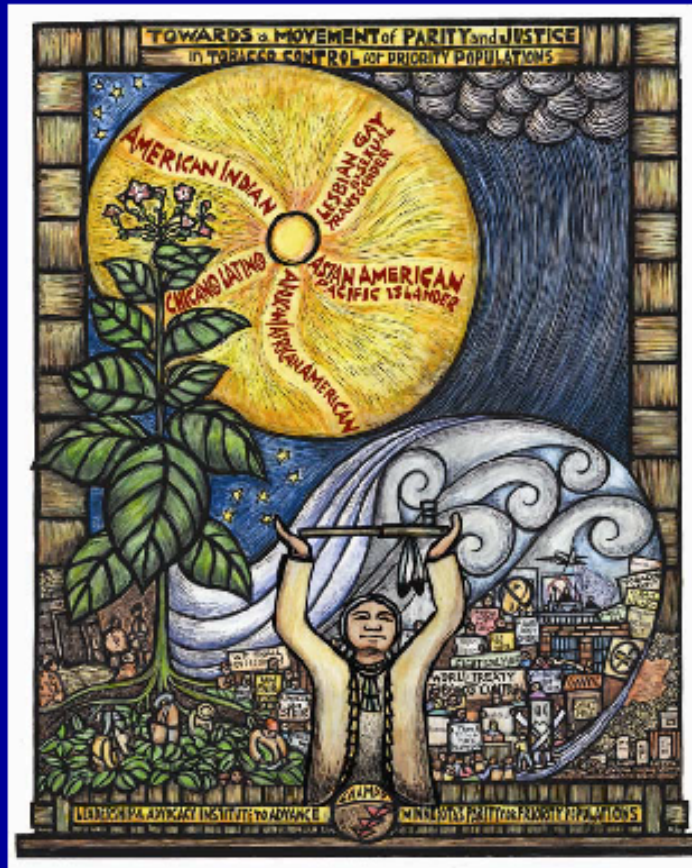
11 mg. "tar", 0.8 mg. nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.



SINCE 1913

Tobacco: From Sacred Use to Commercial Abuse



Targeting Native Americans



America's Best Cigarette™
FIND OUT WHY

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

For a sample CARTON call: 1-800-872-6460 ext. 8701

Offer restricted to smokers 21 years of age or older. Offer good only in the USA. Offer valid in GA, VA, WA, MT, UT, King County WA, WI and in any other location where advertised or permitted by law or by SPNTO policy. Limit one sample carton per person per year (12 months).

© SPNTO. America's Best Cigarette™ is a trademark and Natural American Spirit® is a registered trademark of Santa Fe Natural Tobacco Company.



NATURAL AMERICAN SPIRIT

100% additive-free natural tobacco


© SPNTO. America's Best Cigarette™ is a trademark and Natural American Spirit® is a registered trademark of Santa Fe Natural Tobacco Company.



*Another Philip
Morris brand, L&M
ad published in
European
magazines,
2001*

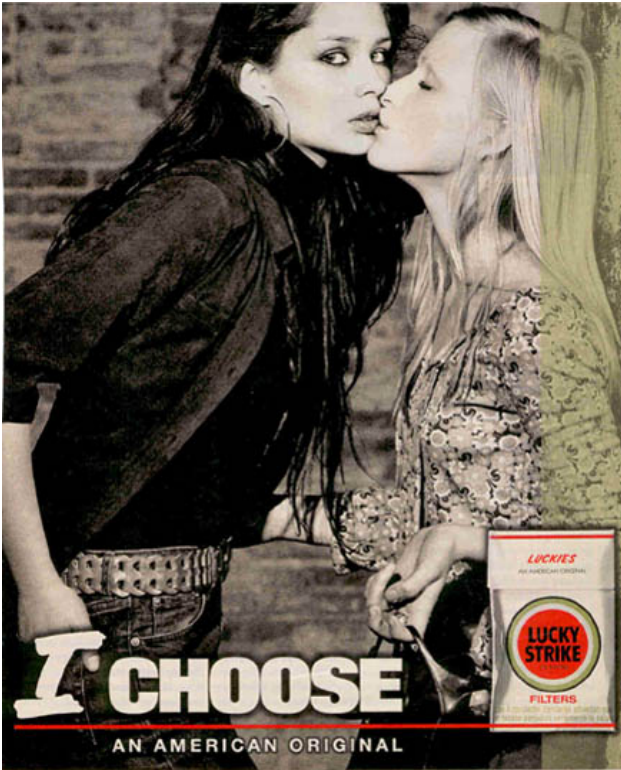
COMPARTE
tu ALEGRÍA

American Blend
L&M
260
STARS.
L&M



Las Autoridades Sanitarias advierten que el tabaco
perjudica seriamente la salud.
Nic.: 0.9 mg., 0.6 mg. Alq.: 12 mg., 8 mg.

Targeting the LGBTQ Community



I CHOOSE
AN AMERICAN ORIGINAL

Las Autoridades Sanitarias advierten que el tabaco perjudica seriamente la salud.
Nic.: 0,9 mg. Alq.: 12 mg.


LUCKY STRIKE
AN AMERICAN ORIGINAL
FILTERS

The advertisement features a black and white photograph of two women with long hair kissing. The woman on the left is wearing a dark jacket and a wide belt, while the woman on the right is wearing a patterned top. A pack of Lucky Strike cigarettes is visible in the bottom right corner of the image.


No additives in our tobacco
does **NOT** mean a safer cigarette.

9 mg. "tar", 0.7 mg. nicotine av.
per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

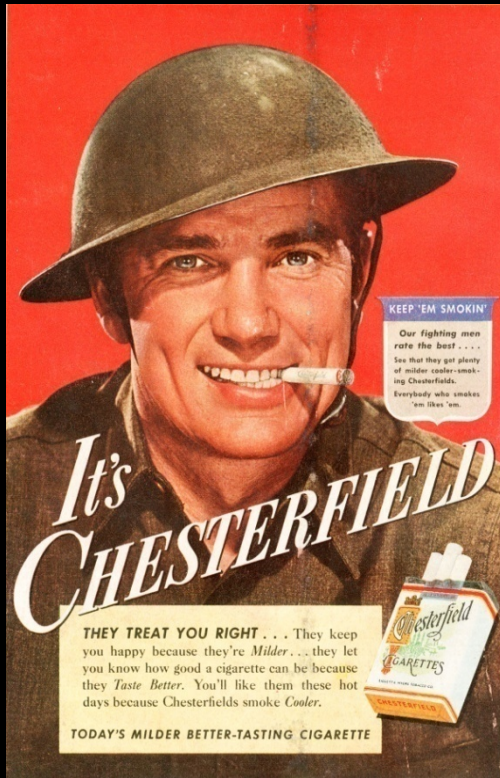


**NO FAKE SMILES.
NO HIDDEN AGENDAS. NO BULL.**

NO  BULL

The advertisement features a photograph of three men sitting at a table, smiling and talking. The man in the center is holding a cigarette. The background is slightly blurred, showing what appears to be a restaurant or bar setting.

Targeting the Military



KEEP 'EM SMOKIN'

Our fighting men rate the best
See that they get plenty of milder cooler-smoking Chesterfields. Everybody who smokes 'em likes 'em.

It's CHESTERFIELD

THEY TREAT YOU RIGHT . . . They keep you happy because they're *Milder* . . . they let you know how good a cigarette can be because they *Taste Better*. You'll like them these hot days because Chesterfields smoke *Cooler*.

TODAY'S Milder BETTER-TASTING CIGARETTE



JOAN BENNETT is her American Woman's Voluntary Service uniform.
Starring in Edw. Small's United Artists Production "Two Bells"

His Cigarette and Mine


It's CHESTERFIELD

Yours too for a full share of Mildness Better Taste and Cooler Smoking...that's what you and all other cigarette smokers are looking for... and you get it in Chesterfield's Right Combination of the world's best cigarette tobaccos.

Make your next pack Chesterfields... regardless of price there is no better cigarette made today.

EVERYWHERE YOU GO

They Satisfy



WHERE A CIGARETTE COUNTS MOST

It's CHESTERFIELD

MILDNESS and TASTE
that's what the real pleasure of smoking adds up to

Up at dawn or to bed at dawn...fresh or fagged, more smokers every day are finding this out ...for *Real Smoking Pleasure* it's Chesterfield's Milder, Better Taste every time.

BUY U.S. BONDS AND STAMPS

Globalization of Arghile or Hookah Americans in Iraq, 2004



A case of jumping the cultural divide



Tobacco and Socioeconomic Status

Across the board, the greatest single predictor of tobacco use is low socioeconomic status (SES)



Transition to youth and emerging tobacco products



Targeting Youth

Not Your Grandfather's Cigar

*A New Generation of Cheap and Sweet Cigars
Threatens a New Generation of Kids*



AMERICA'S MOST WANTED TOBACCO VILLAINS

THE USUAL SUSPECTS

TOP CIGARETTE & SMOKELESS TOBACCO BRANDS USED BY KIDS



Tobacco companies spend \$8.5 billion a year – almost \$1 million every hour – to market cigarettes and smokeless tobacco.



AMERICA'S MOST WANTED
TOBACCO VILLAINS

NEW VILLAINS

IN VARIOUS FRUIT AND CANDY FLAVORS



Cheap, sweet, colorfully-packaged small cigars
target kids and can substitute for cigarettes.



AMERICA'S MOST WANTED
TOBACCO VILLAINS

EMERGING THREATS

TOBACCO IN DISGUISE



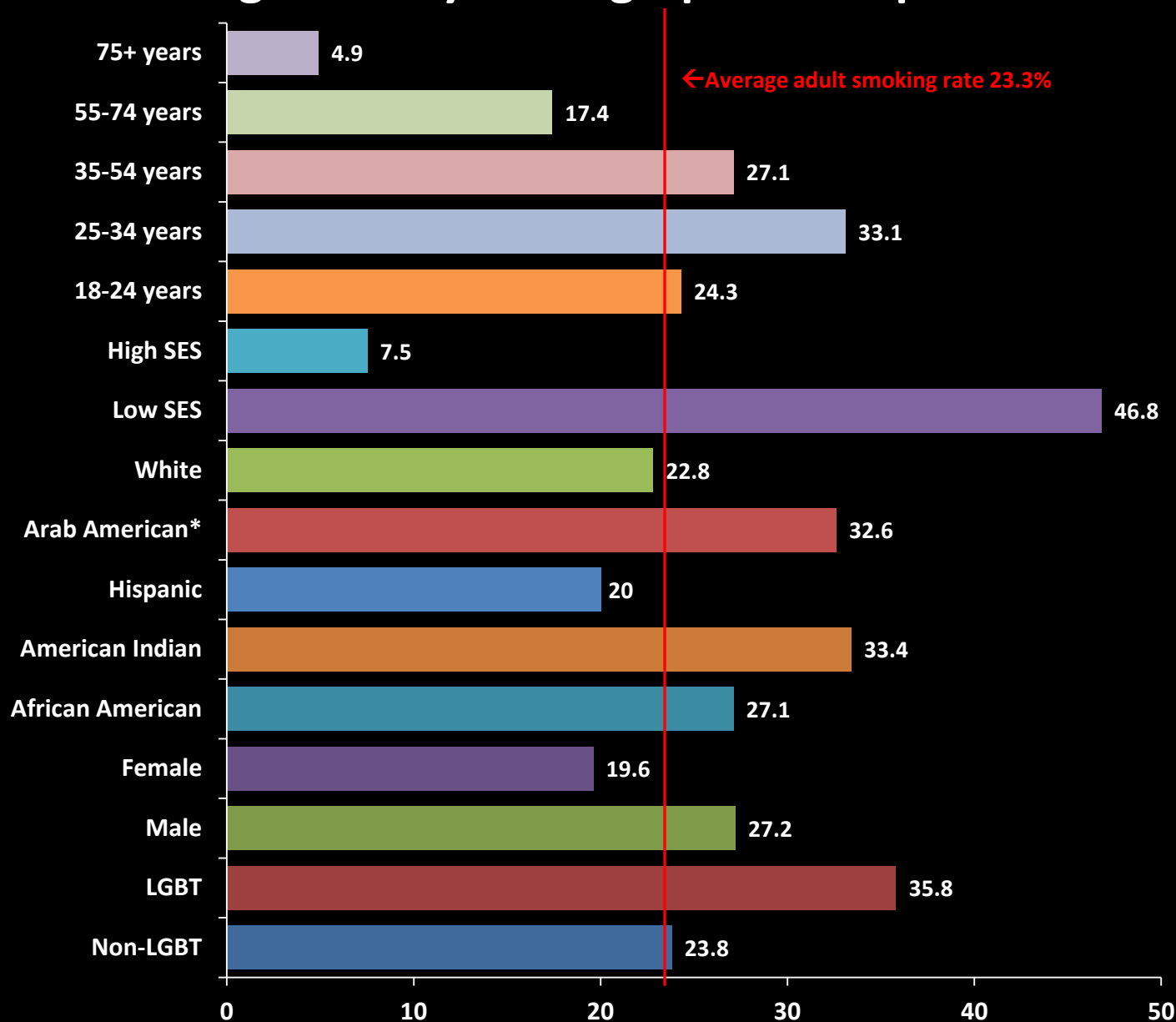
New tobacco products look like breath mints, tea bags and toothpicks. They are addictive and easy to hide.



HELP US PROTECT OUR KIDS FROM TOBACCO

JOIN THE FIGHT: TOBACCOFREEKIDS.ORG

Smoking Rates by Demographic Group - 2011



* Tobacco use Prevalence among Arab Americans in Metro Detroit , Michigan 2009-Survey

**Tobacco is a Winnable Battle ...
let's work together**



Questions or follow-up requests?

Please contact the MDCH Tobacco Program

Janet Kiley kileyj@michigan.gov

Orlando Todd toddo@michigan.gov

Or call 517-335-8376